

**TENNESSEE GENERAL ASSEMBLY
FISCAL REVIEW COMMITTEE**



FISCAL NOTE

SB 367 – HB 497

February 17, 2011

SUMMARY OF BILL: Requires the Department of Economic and Community Development (ECD) to develop and adopt an official logo or seal for products or goods, except food and agriculture products, that are processed or produced in Tennessee. ECD may grant permission to a qualifying producer to use the logo. Authorizes the Commissioner of ECD to trademark the logo to protect against misuse. The Commissioner shall determine terms, conditions, and requirements for use. Authorizes the Commissioner to establish application fees for logo use.

ESTIMATED FISCAL IMPACT:

**Increase State Expenditures - \$37,000/One-Time
\$77,900/Recurring**

Assumptions:

- ECD will require one new development consultant position to manage the administrative duties for the new logo program. Recurring costs will be \$77,872 (\$50,000 salary, \$16,782 benefits, and \$11,000 rent, training, and insurance). One-time costs will be \$27,000 (\$15,000 printing and documentation, and \$12,000 supplies and materials).
- The cost of developing and adopting the logo will be comparable to the cost of developing a brand image for the Tennessee Solar Institute. ECD has allocated \$10,000 in one-time expenditures for developing the Solar Institute brand image.
- According to ECD, to encourage use of the logo no application fee will be charged. Application fees are not charged for the similar Department of Agriculture's PickTN Program.

CERTIFICATION:

The information contained herein is true and correct to the best of my knowledge.

A handwritten signature in blue ink, reading "James W. White".

James W. White, Executive Director

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